

ESTTA Tracking number: **ESTTA508616**

Filing date: **12/02/2012**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Blizzard Entertainment, Inc.
Granted to Date of previous extension	12/02/2012
Address	16215 Alton Parkway Irvine, CA 92618 UNITED STATES

Correspondence information	Blizzard Entertainment, Inc. 16215 Alton Parkway Irvine, CA 92618 UNITED STATES terry.kiel@activision.com, rrigole@blizzard.com Phone:949-955-1380
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### Applicant Information

Application No	85509239	Publication date	06/05/2012
Opposition Filing Date	12/02/2012	Opposition Period Ends	12/02/2012
Applicant	Neopoint Technologies Ltd. Suites 7B & 8B Town Range 50 Gibraltar, GX111AA GIBRALTAR		

### Goods/Services Affected by Opposition

<p>Class 009.</p> <p>All goods and services in the class are opposed, namely: Computer game programs; computer game programs downloadable via the Internet; computer game software; computer game software for gaming machines including slot machines or video lottery terminals; computer game software for personal computers and home video game consoles; computer game software for use on mobile and cellular phones; interactive multimedia computer game program; visual recordings and audiovisual recordings featuring music and animation; computer cursor control devices, namely, digitizer tablets; tablet computer; mobile telephones</p>
<p>Class 041.</p> <p>All goods and services in the class are opposed, namely: Electronic game services, namely, providing online computer games, providing a computer game that may be accessed by users on a global network or the internet, providing a computer game that may be accessed network-wide by network users, providing online interactive computer games via the Internet or electronic communication networks, and providing online electronic games accessible via handheld game apparatus; Internet lottery, gambling, casino gaming, and betting pool services; providing on-line lottery card games, namely, electronic instant card games and scratch card games; production of video and computer game software; entertainment services in the nature of recording, production and post-production services in the field of online games and non-downloadable games</p>


Class 042.

All goods and services in the class are opposed, namely: Providing on-line non-downloadable interactive gaming software, and a website featuring on-line non-downloadable interactive gaming software; design and development of computer game software, designing and developing computer game software and video game software for use with computers, video game program systems and computer networks, computer services, namely, hosting an interactive web site that allows users to participate in online games; computer programming of computer games; computer graphics design services, design and development of computer software and graphic arts; computer services, namely, electronic digitizing of visual material, namely, photographic images, artwork, paintings; computer services, namely, creating an on-line virtual environment for electronic slot machines, electronic instant card games and scratch card games; providing virtual computer systems and virtual computer environments through cloud computing; computer services, namely, interactive hosting services which allow the user to publish and share their own content and images on-line; special effects animation services for film, video and computer games; design and development of multimedia products, programming of multimedia applications; hosting websites on the Internet; creation, design, development and maintenance of Web sites for third parties; hosting internet sites for third parties


## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4077617	Application Date	11/17/2004
Registration Date	12/27/2011	Foreign Priority Date	NONE
Word Mark	WOW		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2005/12/27 First Use In Commerce: 2011/02/02 Downloadable computer game software and computer game software for an on-line role-playing game; downloadable entertainment computer software and entertainment computer software in the nature of a game capable of being played on a personal computer, portable gaming system, global computer network, cellular telephone, personal digital assistant or wireless communication device		


U.S. Registration No.	4071311	Application Date	11/17/2004
Registration Date	12/13/2011	Foreign Priority Date	NONE
Word Mark	WOW		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 041. First use: First Use: 2005/12/27 First Use In Commerce: 2011/10/19 ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER AND VIDEO GAMES, TIPS AND STRATEGIES FOR COMPUTER GAMES; ARRANGING AND CONDUCTING COMPUTER GAME COMPETITIONS

U.S. Registration No.	2972619	Application Date	09/13/2001
Registration Date	07/19/2005	Foreign Priority Date	NONE
Word Mark	WORLD OF WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2004/03/18 First Use In Commerce: 2004/03/18 computer game software, computer game programs, pre-recorded motion picture and television films in the nature of real-time strategy games, computer game software that may be downloaded from a global computer network, computer game cartridges to be used in computer game machines adapted for use with television receivers		

U.S. Registration No.	2877945	Application Date	09/13/2001
Registration Date	08/24/2004	Foreign Priority Date	NONE
Word Mark	WORLD OF WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 2004/03/18 First Use In Commerce: 2004/03/18 Entertainment services in the nature of an on-line interactive game provided by means of a global computer network		

U.S. Registration No.	3121878	Application Date	10/06/2004
Registration Date	07/25/2006	Foreign Priority Date	NONE
Word Mark	WORLD OF WARCRAFT		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 016. First use: First Use: 2004/11/23 First Use In Commerce: 2004/11/23 paper goods, namely, comic books, strategy guides for playing entertainment computer programs, trading cards, [ coloring books, adhesive stickers, rub-on transfers, notebooks and stationery-type portfolios; ] posters, [ greeting cards, ] calendars; instructional leaflets, manuals for computer games, advertisement boards of paper or cardboard, pictures, catalogues featuring computer game merchandise, photographs and prints

U.S. Registration No.	3340935	Application Date	10/06/2004
Registration Date	11/20/2007	Foreign Priority Date	NONE
Word Mark	WORLD OF WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 2006/10/31 First Use In Commerce: 2006/10/31 toys, namely, toy action figures and action figure accessories; playing cards		

U.S. Registration No.	3278939	Application Date	10/24/2006
Registration Date	08/14/2007	Foreign Priority Date	NONE
Word Mark	WORLD OF WARCRAFT		

Design Mark	<b>WORLD OF WARCRAFT</b>
Description of Mark	NONE
Goods/Services	Class 025. First use: First Use: 2005/01/21 First Use In Commerce: 2005/01/28 Clothing, namely hats, caps, golf shirts, t-shirts, sweaters and jackets

U.S. Registration No.	2879413	Application Date	06/26/2003
Registration Date	08/31/2004	Foreign Priority Date	NONE
Word Mark	WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1995/04/12 First Use In Commerce: 1995/04/12 paper goods, namely, comic books, strategy guides for playing entertainment computer programs, [trading cards, bottle caps, coloring books, adhesive stickers, rub-on transfers, notebooks and stationery-type portfolios; posters, greeting cards, calendars; instructional leaflets,] manuals for computer games[, advertisement boards of paper or cardboard, pictures, catalogues featuring computer game merchandise, photographs and prints]		

U.S. Registration No.	2862803	Application Date	06/26/2003
Registration Date	07/13/2004	Foreign Priority Date	NONE
Word Mark	WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 1994/06/23 First Use In Commerce: 1994/11/15 computer game software and instruction manuals sold therewith; [ pre-recorded motion picture and television films; audio cassettes, video cassettes, ] DVD's, CD's and CD-ROM's featuring musical scores and dialog; [ apparatus for recording, transmission or reproduction of sound or images; ] entertainment software in the nature of a game capable of being played on a personal computer, [ television gaming system, ] portable gaming system or global computer network; electronic games, [ hand-held units for playing electronic games ]		

U.S. Registration No.	2884283	Application Date	07/16/2003
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Registration Date	09/14/2004	Foreign Priority Date	NONE
Word Mark	WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1995/00/00 First Use In Commerce: 1995/00/00 [ entertainment services in the nature of an ongoing television show featuring characters from a strategy game; ] entertainment services, namely, providing on-line computer games, tips and strategies for computer games; arranging and conducting computer game competitions; [ entertainment services in the nature of an ongoing television series in the nature of animated cartoons ]		

U.S. Registration No.	1947586	Application Date	05/05/1994
Registration Date	01/09/1996	Foreign Priority Date	NONE
Word Mark	WARCRAFT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1994/06/23 First Use In Commerce: 1994/11/15 computer programs for video and computer games and instruction manuals sold as a unit with the programs		

Attachments	78518924#TMSN.jpeg ( 1 page )( bytes ) 78518928#TMSN.jpeg ( 1 page )( bytes ) 78495534#TMSN.jpeg ( 1 page )( bytes ) 78495548#TMSN.jpeg ( 1 page )( bytes ) 77027912#TMSN.jpeg ( 1 page )( bytes ) Notice of Opposition SUPER 3WOW - FINAL.pdf ( 29 pages )(1406338 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by Overnight Courier on this date.

Signature	/rod a rigole/
Name	Blizzard Entertainment, Inc.
Date	12/02/2012

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Blizzard Entertainment, Inc.	)	
	)	
	)	
v.	)	Opposition No. (to be assigned)
	)	
Neopoint Technologies Ltd.	)	
	)	
_____ Applicant.	)	

**ATTN: Trademark Trial and Appeal Board**  
U.S. Patent and Trademark Office  
2900 Crystal Drive  
Arlington, Virginia 22202

S i r and/or M a d a m:

**NOTICE OF OPPOSITION**

In the matter of the application of Neopoint Technologies, Ltd. (“Neopoint”) for registration of the trademark **SUPER 3 WOW**, application Serial No. 85/509,239 published in the USPTO Official Gazette of June 5, 2012; Blizzard Entertainment, Inc. (“Blizzard”), a corporation organized and existing under the laws of Delaware with a principal place of business at 16215 Alton Parkway, Irvine, California 92618 believes that it will be damaged by registration of the mark shown in Serial No. 85/509,239 and hereby opposes registration.

The initial deadline for filing a Notice of Opposition was July 5, 2012. On June 15, 2012, during the initial period of opposition, Opposer Blizzard filed a 30-day request for extension of time to file a Notice of Opposition extending to August 4, 2012. Based on Neopoint’s applications for the same and similar marks in the Community Trade Marks Office of the European Union (“EU”),

Opposer Blizzard engaged its representative in the EU to issue a letter of concern on February 3, 2012 to Neopoint's counsel in France. From that time until today, Blizzard has been engaged in constructive dialogue with Neopoint to address its concerns. Unfortunately that matter has not yet been entirely concluded and the further extensions Blizzard has filed in the interim (including the latest filing from September 27, 2012 which was filed with consent of Neopoint) have or will expire soon and it is incumbent upon Blizzard to file this Notice of Opposition before the TTAB prior to the expiration of the final deadline.

The grounds for opposition are as follows:

1. Opposer, through its predecessors, business units and itself, has been engaged in the business of offering computer and video game software and related peripheral and promotional goods/services throughout the United States and internationally under the mark **WARCRAFT** since at least as early as November 15, 1994

2. Further, Opposer, through its predecessors, business units and itself, has been engaged in the business of offering computer and video game software and related peripheral and promotional goods/services throughout the United States and internationally under the mark **WORLD OF WARCRAFT** since at least as early as March 18, 2004.

3. **WORLD OF WARCRAFT** is commonly referred to as "**WOW**", consequently, Opposer has filed for federal trademark protection of **WOW** to complement its **WARCRAFT** and **WORLD OF WARCRAFT** trademark portfolio in the USA.

4. **WOW** is the most successful Massively Multiplayer Online Role-Playing Game ("MMORPG") in the world with approximately 10 million subscribers worldwide; about 2 million of whom are from the United States alone.



5. Opposer maintains that, to the millions of subscribers in the USA and around the globe, "**WOW**" and "**WORLD OF WARCRAFT**" are synonymous.

6. Opposer is the owner of the following listed trademark registrations filed with the United States Patent and Trademark Office:

Trademark: **WOW**

<u>Status</u>	<u>Ser. No.</u>	<u>Reg. No.</u>	<u>Class</u>	<u>App. Date</u>	<u>Reg. Date</u>
Registered	78/518,924	4,077,617	09	17-Nov-2004	27-Dec-2011
Registered	78/518,928	4,071,311	41	17-Nov-2004	13-Dec-2011

Trademark: **WORLD OF WARCRAFT**

<u>Status</u>	<u>Ser. No.</u>	<u>Reg. No.</u>	<u>Class(es)</u>	<u>App. Date</u>	<u>Reg. Date</u>
Registered	78/083,838	2,972,619	09	13-Sep-2001	19-Jul-2005
Registered	78/083,850	2,877,945	41	13-Sep-2001	24-Aug-2004
Registered	78/495,534	3,121,878	16	06-Oct-2004	25-Jul-2006
Registered	78/495,548	3,340,935	28	06-Oct-2004	20-Nov-2007
Registered	77/027,912	3,278,939	25	24-Oct-2006	14-Aug-2007

Trademark: **WARCRAFT**

<u>Status</u>	<u>Ser. No.</u>	<u>Reg. No.</u>	<u>Class</u>	<u>App. Date</u>	<u>Reg. Date</u>
Registered	74/523,244	1,947,586	28	05-May-1994	09-Jan-1996
Registered	78/267,452	2,879,413	16	26-Jun-2003	31-Aug-2004
Registered	78/267,448	2,862,803	09	26-Jun-2003	13-Jul-2004
Registered	78/275,015	2,884,283	41	16-Jul-2003	14-Sep-2004

As proof of status and title, attached hereto and incorporated by reference herein are true and correct printouts of the TESS records corresponding to the listed registrations.

7. Opposer's marks have been in continuous use since the dates of first use, and have not been abandoned. Opposer's marks are symbolic of extensive good will and consumer recognition built up by Opposer through substantial amounts of time and effort, together with substantial amounts of money expended for the purpose of advertising and promoting the goods and services related to Opposer's extensive use of the **WOW, WORLD OF WARCRAFT** and **WARCRAFT** trademarks for more than eighteen (18) years.

8. Opposer, through its predecessors, business units, and itself, has created, developed, manufactured, distributed, sold, and otherwise exploited its the **WOW, WORLD OF WARCRAFT** and **WARCRAFT** trademarks through an expanding, popular, and award-winning series of MMORPG computer games which are most often played online, accessed via the Internet by a variety of electronic means.

9. In addition, Opposer through its predecessors, business units, and itself, has created, developed, manufactured, distributed, sold, and otherwise exploited its the **WOW, WORLD OF WARCRAFT** and **WARCRAFT** trademarks in association with a vast array of related peripheral and promotional merchandise including action figures, novels based on the games, board games, playing cards, computer mice, mouse pads, keyboards, earphones, hats, t-shirts, music CDs, posters, and limited edition art prints.

10. Furthermore, Opposer has a film property under development that will further exploit its **WORLD OF WARCRAFT** and **WOW** trademarks.

11. Notwithstanding Opposer's rights in and to its **WOW** mark, Applicant, on July 5, 2012 filed an application for registration of the mark **SUPER 3 WOW** for the following goods and services reproduced from the current publicly available online record provided by the

USPTO through its TESS interface:

IC 009. US 021 023 026 036 038. G & S: Computer game programs; computer game programs downloadable via the Internet; computer game software; computer game software for gaming machines including slot machines or video lottery terminals; computer game software for personal computers and home video game consoles; computer game software for use on mobile and cellular phones; interactive multimedia computer game program; visual recordings and audiovisual recordings featuring music and animation; computer cursor control devices, namely, digitizer tablets; tablet computer; mobile telephones

IC 041. US 100 101 107. G & S: Electronic game services, namely, providing online computer games, providing a computer game that may be accessed by users on a global network or the internet, providing a computer game that may be accessed network-wide by network users, providing online interactive computer games via the Internet or electronic communication networks, and providing online electronic games accessible via handheld game apparatus; Internet lottery, gambling, casino gaming, and betting pool services; providing on-line lottery card games, namely, electronic instant card games and scratch card games; production of video and computer game software; entertainment services in the nature of recording, production and post-production services in the field of online games and non-downloadable games

IC 042. US 100 101. G & S: Providing on-line non-downloadable interactive gaming software, and a website featuring on-line non-downloadable interactive gaming software; design and development of computer game software, designing and developing computer game software and video game software for use with computers, video game program systems and computer networks, computer services, namely, hosting an interactive web site that allows users to participate in online games; computer programming of computer games; computer graphics design services, design and development of computer software and graphic arts; computer services, namely, electronic digitizing of visual material, namely, photographic images, artwork, paintings; computer services, namely, creating an on-line virtual environment for electronic slot machines, electronic instant card games and scratch card games; providing virtual computer systems and virtual computer environments through cloud computing; computer services, namely, interactive hosting services which allow the user to publish and share their own content and images on-line; special effects animation services for film, video and computer games; design and development of multimedia products, programming of multimedia applications; hosting websites on the Internet; creation, design, development and maintenance of Web sites for third parties; hosting internet sites for third parties

The application was assigned Serial No. 85/509,239 and published for opposition in the Official

Gazette of June 5, 2012.

12. Applicant's mark **SUPER 3 WOW** contains Opposer's mark **WOW** in its entirety.

13. Applicant's mark **SUPER 3 WOW**, when used in connection with the goods/services set forth in its application, is likely to cause confusion, mistake and deception and/or create a sense of endorsement, sponsorship, or false association with Opposer or Opposer's goods/services.

WHEREFORE, Opposer believes that it will be damaged by registration of Applicant's mark, and prays that registration be denied.

Dated: December 2, 2012

Respectfully submitted,

Blizzard Entertainment, Inc.

/rod a rigole/  
Rod A. Rigole  
Attorney of Record  
Blizzard Entertainment, Inc.  
16215 Alton Parkway  
Irvine, CA 92618

e-mail: rod.rigole@vgames.com  
Telephone: (949) 955-1380  
Facsimile: (949) 725-0125

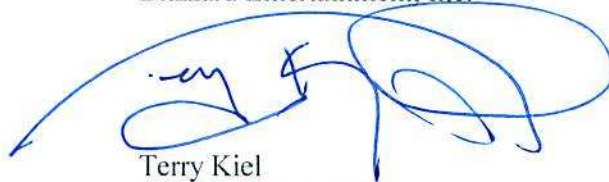
### Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served on this date to the attorney of record for the Applicant via Federal Express and via e-mail to the following addresses:

Jonathan Agmon  
Soroker-Agmon  
Nolton House  
14 Shenkar Street  
Herzliya Pituach, Israel 46725  
Tel: 972-9-950-7000  
e-mail: jon@ip-law.co.il

Respectfully submitted,

Blizzard Entertainment, Inc.



Terry Kiel  
Trademark Administrator  
**ACTIVISION BLIZZARD**  
3100 Ocean Park Blvd.  
Santa Monica, CA 90405

Dated: December 2, 2012



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# WOW

### Word Mark

WOW

### Goods and Services

IC 041. US 100 101 107. G & S: ENTERTAINMENT SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER AND VIDEO GAMES, TIPS AND STRATEGIES FOR COMPUTER GAMES; ARRANGING AND CONDUCTING COMPUTER GAME COMPETITIONS. FIRST USE: 20051227. FIRST USE IN COMMERCE: 20111019

### Standard Characters Claimed

### Mark Drawing Code

(4) STANDARD CHARACTER MARK

### Serial Number

78518928

### Filing Date

November 17, 2004

### Current Basis

1A

### Original Filing Basis

1B

### Published for Opposition

September 23, 2008

### Registration Number

4071311

### Registration Date

December 13, 2011

### Owner

(REGISTRANT) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618

### Assignment Recorded

ASSIGNMENT RECORDED

### Attorney of Record

Rod A. Riogle

### Type of Mark

SERVICE MARK

**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# WOW

<b>Word Mark</b>	WOW
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Downloadable computer game software and computer game software for an on-line role-playing game; downloadable entertainment computer software and entertainment computer software in the nature of a game capable of being played on a personal computer, portable gaming system, global computer network, cellular telephone, personal digital assistant or wireless communication device. FIRST USE: 20051227. FIRST USE IN COMMERCE: 20110202
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78518924
<b>Filing Date</b>	November 17, 2004
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	February 3, 2009
<b>Registration Number</b>	4077617
<b>Registration Date</b>	December 27, 2011



**Owner** (REGISTRANT) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton  
Parkway Legal Department Irvine CALIFORNIA 92618

**Assignment  
Recorded** ASSIGNMENT RECORDED

**Attorney of  
Record** Rod A. Rigole

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead  
Indicator** **LIVE**

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## WORLD OF WARCRAFT

<b>Word Mark</b>	WORLD OF WARCRAFT
<b>Goods and Services</b>	IC 025. US 022 039. G & S: Clothing, namely hats, caps, golf shirts, t-shirts, sweaters and jackets. FIRST USE: 20050121. FIRST USE IN COMMERCE: 20050128
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	77027912
<b>Filing Date</b>	October 24, 2006
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	May 29, 2007
<b>Registration Number</b>	3278939
<b>Registration Date</b>	August 14, 2007
<b>Owner</b>	(REGISTRANT) Blizzard Entertainment, Inc. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Attorney of Record</b>	Rod A. Rigole
<b>Prior Registrations</b>	2877945;2972619;3121878
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### Typed Drawing

<b>Word Mark</b>	WORLD OF WARCRAFT
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: computer game software, computer game programs, pre-recorded motion picture and television films in the nature of real-time strategy games, computer game software that may be downloaded from a global computer network, computer game cartridges to be used in computer game machines adapted for use with television receivers. FIRST USE: 20040318. FIRST USE IN COMMERCE: 20040318
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78083838
<b>Filing Date</b>	September 13, 2001
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 15, 2003
<b>Registration Number</b>	2972619
<b>Registration Date</b>	July 19, 2005
<b>Owner</b>	(REGISTRANT) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Rod A. Rigole
<b>Prior Registrations</b>	1947586
<b>Type of Mark</b>	TRADEMARK

**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	WORLD OF WARCRAFT
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: Entertainment services in the nature of an on-line interactive game provided by means of a global computer network. FIRST USE: 20040318. FIRST USE IN COMMERCE: 20040318
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78083850
<b>Filing Date</b>	September 13, 2001
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	August 20, 2002
<b>Registration Number</b>	2877945
<b>Registration Date</b>	August 24, 2004
<b>Owner</b>	(REGISTRANT) DAVIDSON & ASSOCIATES, INC. CORPORATION CALIFORNIA 6080 Center Drive 10th Floor Los Angeles CALIFORNIA 90045
	(LAST LISTED OWNER) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Rod A. Rigole
<b>Type of Mark</b>	SERVICE MARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR).

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## WORLD OF WARCRAFT

**Word Mark** WORLD OF WARCRAFT

**Goods and Services** IC 028. US 022 023 038 050. G & S: toys, namely, toy action figures and action figure accessories; playing cards. FIRST USE: 20061031. FIRST USE IN COMMERCE: 20061031

**Standard Characters Claimed**

**Mark Drawing Code** (4) STANDARD CHARACTER MARK

**Serial Number** 78495548

**Filing Date** October 6, 2004

**Current Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** September 13, 2005

**Registration Number** 3340935

**Registration Date** November 20, 2007

**Owner** (REGISTRANT) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618

**Assignment Recorded** ASSIGNMENT RECORDED

**Attorney of Record** Rod A. Rigole

**Type of Mark** TRADEMARK

**Register** PRINCIPAL



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## WORLD OF WARCRAFT

<b>Word Mark</b>	WORLD OF WARCRAFT
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: paper goods, namely, comic books, strategy guides for playing entertainment computer programs, trading cards, [ coloring books, adhesive stickers, rub-on transfers, notebooks and stationery-type portfolios; ] posters, [ greeting cards, ] calendars; instructional leaflets, manuals for computer games, advertisement boards of paper or cardboard, pictures, catalogues featuring computer game merchandise, photographs and prints. FIRST USE: 20041123. FIRST USE IN COMMERCE: 20041123
<b>Standard Characters Claimed</b>	
<b>Mark Drawing Code</b>	(4) STANDARD CHARACTER MARK
<b>Serial Number</b>	78495534
<b>Filing Date</b>	October 6, 2004
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	September 13, 2005
<b>Registration Number</b>	3121878
<b>Registration Date</b>	July 25, 2006

**Owner** (REGISTRANT) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton  
Parkway Legal Department Irvine CALIFORNIA 92618

**Assignment  
Recorded** ASSIGNMENT RECORDED

**Attorney of  
Record** Rod A. Rigole

**Prior  
Registrations** 2879413

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Affidavit Text** SECT 15. SECT 8 (6-YR).

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Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	WARCRAFT
<b>Goods and Services</b>	IC 028. US 022 023 038 050. G & S: computer programs for video and computer games and instruction manuals sold as a unit with the programs. FIRST USE: 19940623. FIRST USE IN COMMERCE: 19941115
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	74523244
<b>Filing Date</b>	May 5, 1994
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	January 3, 1995
<b>Registration Number</b>	1947586
<b>Registration Date</b>	January 9, 1996
<b>Owner</b>	(REGISTRANT) DAVIDSON & ASSOCIATES, INC. DBA CHAOS STUDIOS CORPORATION CALIFORNIA 19840 PIONEER AVENUE TORRANCE CALIFORNIA 90503
	(LAST LISTED OWNER) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	ROD A RIGOLE
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Affidavit Text</b>	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060126.

**Renewal** 1ST RENEWAL 20060126  
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### Typed Drawing

<b>Word Mark</b>	WARCRAFT
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: computer game software and instruction manuals sold therewith; [ pre-recorded motion picture and television films; audio cassettes, video cassettes, ] DVD's, CD's and CD-ROM's featuring musical scores and dialog; [ apparatus for recording, transmission or reproduction of sound or images; ] entertainment software in the nature of a game capable of being played on a personal computer, [ television gaming system, ] portable gaming system or global computer network; electronic games, [ hand-held units for playing electronic games ]. FIRST USE: 19940623. FIRST USE IN COMMERCE: 19941115
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78267448
<b>Filing Date</b>	June 26, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 20, 2004
<b>Registration Number</b>	2862803
<b>Registration Date</b>	July 13, 2004
<b>Owner</b>	(REGISTRANT) Davidson & Associates, Inc. CORPORATION CALIFORNIA 10th Floor 6080 Center Drive Los Angeles CALIFORNIA 90045
	(LAST LISTED OWNER) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of</b>	

**Record** Rod A. Rigole  
**Prior Registrations** 1947586  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** **LIVE**

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### Typed Drawing

<b>Word Mark</b>	WARCRAFT
<b>Goods and Services</b>	IC 016. US 002 005 022 023 029 037 038 050. G & S: paper goods, namely, comic books, strategy guides for playing entertainment computer programs, [trading cards, bottle caps, coloring books, adhesive stickers, rub-on transfers, notebooks and stationery-type portfolios; posters, greeting cards, calendars; instructional leaflets,] manuals for computer games[, advertisement boards of paper or cardboard, pictures, catalogues featuring computer game merchandise, photographs and prints]. FIRST USE: 19950412. FIRST USE IN COMMERCE: 19950412
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78267452
<b>Filing Date</b>	June 26, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 8, 2004
<b>Registration Number</b>	2879413
<b>Registration Date</b>	August 31, 2004
<b>Owner</b>	(REGISTRANT) Davidson & Associates, Inc. CORPORATION CALIFORNIA 10th Floor 6080 Center Drive Los Angeles CALIFORNIA 90045
	(LAST LISTED OWNER) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	ROD A RIGOLE



**Prior Registrations** 1947586  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	WARCRAFT
<b>Goods and Services</b>	IC 041. US 100 101 107. G & S: [ entertainment services in the nature of an ongoing television show featuring characters from a strategy game; ] entertainment services, namely, providing on-line computer games, tips and strategies for computer games; arranging and conducting computer game competitions; [ entertainment services in the nature of an ongoing television series in the nature of animated cartoons ]. FIRST USE: 19950000. FIRST USE IN COMMERCE: 19950000
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	78275015
<b>Filing Date</b>	July 16, 2003
<b>Current Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	June 22, 2004
<b>Registration Number</b>	2884283
<b>Registration Date</b>	September 14, 2004
<b>Owner</b>	(REGISTRANT) Davidson & Associates, Inc. CORPORATION CALIFORNIA 10th Floor 6080 Center Drive Los Angeles CALIFORNIA 90045
	(LAST LISTED OWNER) BLIZZARD ENTERTAINMENT, INC. CORPORATION DELAWARE 16215 Alton Parkway Legal Department Irvine CALIFORNIA 92618
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Rod A. Rigole
<b>Prior</b>	

**Registrations** 1947586;2774152  
**Type of Mark** SERVICE MARK  
**Register** PRINCIPAL  
**Affidavit Text** SECT 15. SECT 8 (6-YR).  
**Live/Dead Indicator** **LIVE**

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